

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

GMMB/Greer Margolis Mitchell & Burns
1010 Wisconsin Avenue
Suite 800
Washington, DC 20007

<u>Contract / Revision</u> 571828 /		<u>Alt Order #</u> 07900988
<u>Product</u> OBAMA/P/D SKED C		
<u>Contract Dates</u> 09/04/12 - 09/17/12		<u>Estimate #</u> //1687
<u>Advertiser</u> Obama/D/President		<u>Original Date / Revision</u> 09/12/12 / 09/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8020	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/04/12	09/07/12	CBS Daytime	1228-3pm		:30			NM	7	\$2,905.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				10	\$415.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	7	3	09/03/12-09/09/12	CBS Daytime	1228-3pm	-TuWThF----	:30		\$415.00	NM		
			Credited									
	8	3	09/03/12-09/09/12	CBS Daytime	1228-3pm	-TuWThF----	:30		\$415.00	NM		
			Credited									
	10	3	09/03/12-09/09/12	CBS Daytime	1228-3pm	-TuWThF----	:30		\$415.00	NM		
			Credited									
2	3	09/10/12	09/14/12	CBS Daytime	1228-3pm		:30			NM	10	\$4,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				10	\$415.00			
3	3	09/04/12	09/07/12	Ellen Degeneres 3pm	3-4pm		:30			NM	6	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				8	\$280.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	3	09/03/12-09/09/12	Ellen Degeneres 3pm	3-4pm	-TuWThF----	:30		\$280.00	NM		
			Credited									
	5	3	09/03/12-09/09/12	Ellen Degeneres 3pm	3-4pm	-TuWThF----	:30		\$280.00	NM		
			Credited									
4	3	09/10/12	09/14/12	Ellen Degeneres 3pm	3-4pm		:30			NM	8	\$2,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				8	\$280.00			
5	3	09/04/12	09/07/12	CBS This Morning	7-9a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				3	\$200.00			
6	3	09/10/12	09/14/12	CBS This Morning	7-9a		:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-WTF--				3	\$200.00			
7	3	09/04/12	09/07/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-TWTF--				5	\$200.00			

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571828 /	07900988

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/04/12 - 09/17/12	OBAMA/P/D SKED C	//1687

<u>Advertiser</u>	<u>Original Date / Revision</u>
Obama/D/President	09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u>												
4	3	09/03/12	09/09/12	NewsCha 3 News First @ 4p	358-5pm	-TuWThF----	:30		\$200.00	NM		
Credited												
E 8	3	09/10/12	09/16/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M-WTF-- 5 \$200.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 09/10/12-09/16/12 NewsCha 3 News First @ 4p 358-5pm M--WThF---- :30 \$200.00 NM Credited												
9	3	09/04/12	09/07/12	The Insider	730p-8pm		:30			NM	3	\$1,305.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 3 \$435.00												
10	3	09/04/12	09/09/12	Wednesday Prime	8-9pm		:30			NM	1	\$1,180.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 --W---- 1 \$1,180.00												
11	3	09/10/12	09/16/12	Wednesday Prime	8-9pm		:30			NM	1	\$1,180.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 --W---- 1 \$1,180.00												
12	3	09/04/12	09/09/12	Thursday Prime	9-10pm		:30			NM	1	\$1,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ---T--- 1 \$1,375.00												
13	3	09/10/12	09/16/12	Thursday Prime	9-10pm		:30			NM	1	\$1,375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 ---T--- 1 \$1,375.00												
14	3	09/08/12	09/08/12	Saturday Prime	10-11pm		:30			NM	1	\$590.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S- 1 \$590.00												
15	3	09/15/12	09/15/12	Saturday Prime	10-11pm		:30			NM	1	\$590.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 -----S- 1 \$590.00												
E 16	3	09/10/12	09/16/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/10/12 09/16/12 M-WTF-- 5 \$300.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 1 3 09/10/12-09/16/12 Newschannel 3 News 5-530pm M--WThF---- :30 \$300.00 NM Credited												
17	3	09/04/12	09/07/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -TWTF-- 5 \$300.00												
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Type</u> 4 3 09/03/12-09/09/12 Newschannel 3 News 5-530pm -TuWThF---- :30 \$300.00 NM Credited												
18	3	09/07/12	09/07/12	US Open Tennis	11am-10pm Wome		:30			NM	1	\$375.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 ----F-- 1 \$375.00												
19	3	09/08/12	09/08/12	US Open Tennis Women's Fi	8-10pm		:30			NM	2	\$750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 09/03/12 09/09/12 -----S- 2 \$375.00												
20	3	09/08/12	09/08/12	730-8pm	730-8pm		:30			NM	1	\$100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u>												

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Obama/D/President	09/12/12 / 09/12/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$100.00			
21	3	09/09/12	09/09/12	Sunday Prime	10-11pm		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$1,000.00			
22	3	09/08/12	09/08/12	US Open Tennis Women's Fi	8-10pm		:30			NM	1	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S-				1	\$0.00			
Totals											68	\$25,995.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/15/12	68	\$25,995.00	\$22,095.75
Totals	68	\$25,995.00	\$22,095.75

Signature: _____ **Date:** _____

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